

BASICS OF ADVERTISING

Course Code: BA(JMC)-202
Course Name: Basics of Advertising

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INSTRUCTIONS TO PAPER SETTERS:

1. Question No. 1 should be compulsory and cover the entire syllabus. There should be 10 questions of short answer type of 1.5 marks each, having at least 2 questions from each unit.
2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have two questions to evaluate analytical/technical skills of candidate. However, student may be asked to attempt only 1 question from each unit. Each question should be of 15 marks, including its subparts, if any.
3. Examiners are requested to go through the Course Outcomes (CO) of this course and prepare the question paper accordingly, using Bloom's Taxonomy (BT), in such a way that every question be mapped to some or other CO and all the questions, put together, must be able to achieve the mapping to all the CO(s), in balanced way.

LEARNING OBJECTIVES:

In this course, the learners will be able to develop expertise related to the following: -

1. Understanding and comprehend the fundamental role of advertising in marketing mix and society
2. Explore the types of advertising agency and functions of different department of advertising agency.
3. Understanding of various elements of an advertisement for different mediums.
4. Utilize knowledge gained to plan and design an advertising campaign for brand.

PRE-REQUISITES:

1. Basic Advertising Concepts
2. Pre-requisite based Study Material (Website course Material)

COURSE OUTCOMES (COs):

COs for Theory [BA(JMC)] 202	
CO ₁	Explain ethics and aspects of advertising. (BTL2)
CO ₂	Elaborate the brand positioning in advertising. (BTL6)
CO ₃	Evaluate structure and function of advertising agency. (BTL5)
CO ₄	Plan an advertising campaign for a brand. (BTL6)

SYLLABUS:

UNIT - I

No. of Hours: 12

Chapter/Book Reference:]

Concept of Advertising: Advertising: Definition, Types and Functions, Models of Advertising Communication: AIDA model, DAGMAR model, Maslow's Hierarchy Model, Classification of Advertising on the basis of Target Audience, Geographical Area, Medium and Purpose, Ethical and Regulatory Aspects of Advertising: ASCI & AAAI Code

UNIT - II

No. of Hours: 12

Chapter/Book Reference:]

Creativity in Advertising: Creativity in Advertising: Concept and Importance, Elements of Advertisement: Copy, Slogan and Audio-Visual Elements, Concept of Brand; Segmentation, Targeting and Positioning, Advertising Appeals

UNIT - III

No. of Hours: 12

Chapter/Book Reference:]

Ad Agency - Structure and Functions: Advertising Agency: Concept, Types, Functions and various departments, Structure and Hierarchy of an Advertising Agency, Planning and Pitching in Advertising, Role and Functions of DAVP

UNIT - IV

No. of Hours: 12

Chapter/Book Reference:]

Advertising Campaign: Media Planning and Scheduling, Uses and Importance of media measurement tools: IRS, RAM, BARC and WAM, Budgeting Process and factors affecting Advertising Budget, Advertising Campaign: Definition, Concept and stages of product Life Cycle

Suggested Readings & E-resources:

1. Aaker, D. A., & Myers, J. G. (1975). Advertising Management. Englewood Cliffs, New Jersey's: Prentice-Hall.
2. Butterick, K. (2011). Introducing Public Relations: Theory and Practice. London: Sage Publication.
3. Chunawalla, (2000). Advertising Theory and Practice. Mumbai: Himalaya Publishing House.
4. Jethwaney, J., & Jain, S. (2012). Advertising Management. New Delhi, New York: Oxford University Press.
5. Mankad, N. (2006). Reinventing Advertising: The New Reality. Hyderabad, India: ICFAI University Press.

ADVERTISING LAB

Course Code: BA(JMC)-252
Course Name: Advertising Lab

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LEARNING OBJECTIVES:

In this course, the learners will be able to develop the working expertise related to the following: -

- design, plan and produce advertisements for different mediums
- Utilize skills acquired to conceptualize, plan and implement an ad campaign

COURSE/LAB OUTCOMES (COs):

COs for Practical [BA(JMC)] 252	
CO ₁	Create advertisements for various mediums. (BTL6)
CO ₂	Conduct SWOT analysis of a brand. (BTL4)
CO ₃	Formulate strategy for various types of advertisements. (BTL6)
CO ₄	Collaborate to design and implement strategies to launch a campaign. (BTL6)
CO ₅	Assess the impact of advertising campaign using modern tools. (BTL5)